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CBC NEWSWORLD NOW TO BEGIN IN AUGUST



TORONTO -- Following discussions with representatives of the cable industry, CBC has agreed to delay the start of CBC Newsworld until August, 1989. CBC had hoped to start the all-news channel February 15.

CBC has decided to delay the launch because of the cable industry's concern about the subscriber confusion that arises when channels are realigned more than once a year and when rates are increased more than once a year.

CBC will start the news channel in August to offer cable customers a free preview of the new service. Billing to subscribers will start September 1.

The cable industry in conjunction with the CBC will undertake a large co-ordinated effort to launch the channel this summer.

The channel will cost approximately \$20 million in the first year with 75 per cent of the costs being covered by subscriber fees and 25 per cent by advertising revenue.

The news channel will be delivered by satellite on cable throughout Canada. The CRTC decision granting the licence to CBC does not require cable systems to carry the channel. However, if they do decide to carry it, they must charge a fee, most of which goes back to the CBC.



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"We are disappointed by the delay," said Denis Harvey, Vice-President, CBC English Television. "However, we are confident that Canadians will welcome this new service in August when for the first time they will receive a distinctive Canadian approach to 24-hours-a-day television news."

"I've been impressed by the very wide support that I have encountered from Canadians and cable operators for CBC Newsworld and therefore, I am extremely confident of the success of this news service," said CBC President, Pierre Juneau.

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